



Rethinking I-94: Building a Public Engagement Plan Not Based on Assumptions

CTS Research Conference

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Why Rethinking I-94?

Construction of I-94 in the 60s destroyed homes and businesses and disconnected neighborhoods

MnDOT acknowledged the past and made a commitment to do better

Reconnecting neighborhoods, revitalizing communities, and a meaningful voice

Proposed Engagement Approach

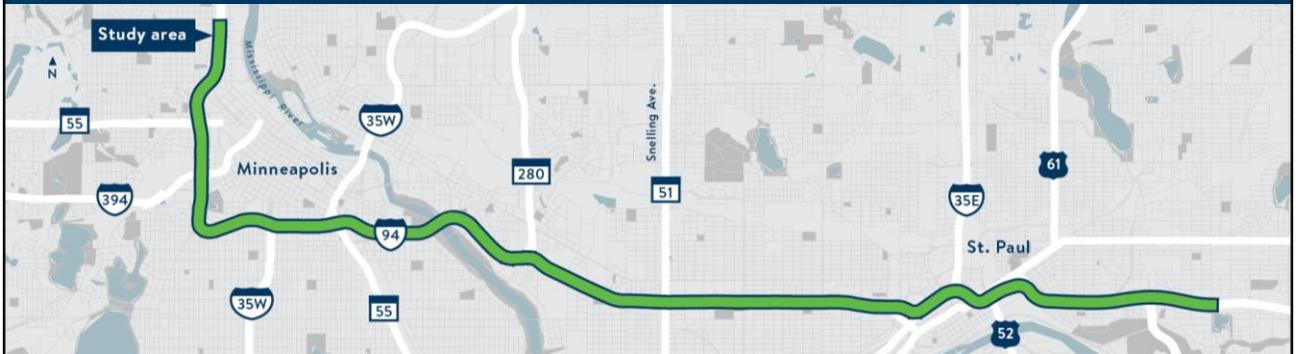


- People-centered
- Adaptable approach
- Impact where people live, work and gather

11/8/2018

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How Do We Get There?



Rethinking I-94 Study Area

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About the Communities

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Farmers markets

23

Neighborhoods

70

Schools

10

Stadiums/arenas

24

Theaters

54

Parks/green spaces

59

Places of worship

7

Libraries

11/8/2018

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About the Highway

2+ million

Transit users per year

15

Miles of infrastructure

80+

Lane miles of pavement

4

Average hours of
congestion per day

8,000

Freight trips per day

4

Tunnels

145

Bridges

150,000+

Vehicles per day

11/8/2018

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Goals - Purpose

Engagement Goals

- Early – Often – More

Toolkit Purpose

- Outlines an adaptable and actionable process
- Create project-specific public engagement plans
- Supports projects of all sizes and types
- Features a variety of *engagement tools*
- Can be used for other projects and studies



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Build A Foundation

Purpose

- Perception, satisfaction and confidence
- Opportunity to participate
- How they receive their information

Methodology Overview

- Online & phone interviews
- Multiple racial groups and ages
- Oversample of Non-Caucasian residents similar to the demographic make-up of corridor



70% - Important that Residents have An Opportunity to Provide Input

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Establishing Context



- Historical context
- Cultural context
- Economic context
- Social context



Cultural Mapping and Historical Overviews

Purpose:

Advises the team in designing an engagement strategy for this historically, socially and geographically complex corridor

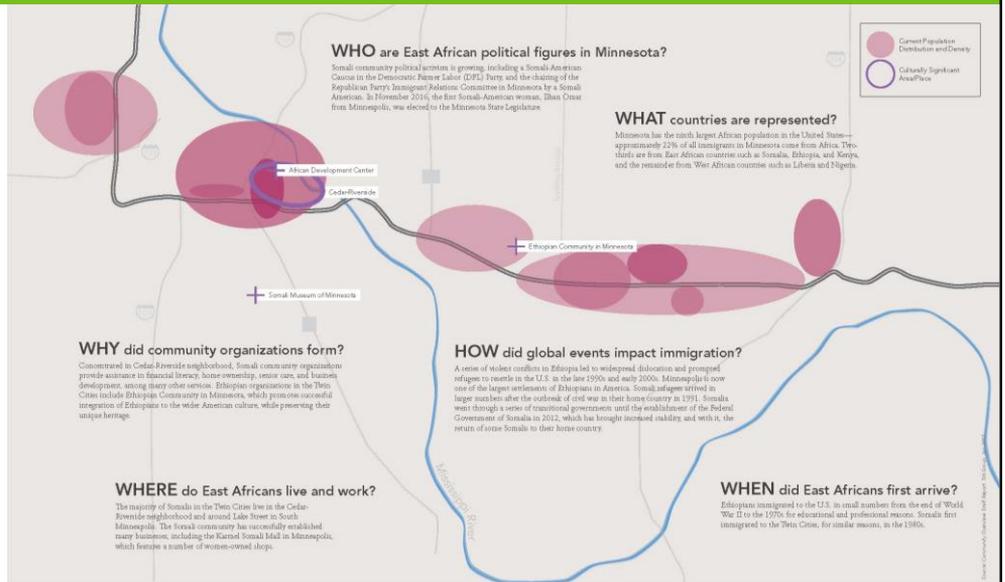
- Indigenous (American Indian)
- European-American
- African-American
- Asian-American
- Latino-American
- Recent African Immigrant



Recent African Communities

Key Takeaways ...

- 12.8 percent of the total population of the I-94 Corridor (Somali & Ethiopian two largest populations)
- Somalis first immigrated to Twin Cities in 1980s (educational & professional reasons)
- Arrived in larger numbers in early 1990s due to civil war in Somalia
- Growing number returning to Somalia (stability back home)



Zone Profiles

Overview

- Arranged in six separate zones
- Demographics, Survey Results, Organizations, Media Outlets, Elected Officials
- How they Use I-94
- How and Where to Engage with People

Comprehensive and Small Area Plans

Historical Reports

Local Knowledge and Expertise



Community Comments Database

Overview

- Learn how we can better engage with communities and begin to form resilient relationships
- Obtain a better sense of community needs
- Store and organize all comments – actual comment, location specific, phase of the project, “owner”
- Helps inform project teams of the underlying vision, values, and issues
- Helps guide future transportation project development and investment



Workshops - Community Events – Listening Sessions – One-on-One: 1500 Comments ¹³

Segmentation Survey

Purpose

- Gain an understanding of the **attitudes, desires** and **values** of residents impacted

Listening for “Values” Segmentation of Corridor

- Identify specific actions how emotions and values *influence* actions and activities
- Understand media usage and their preference for how they wish to engage with MnDOT



Levels of Engagement by Market Segment

Active Contributors

- Mostly White
- Higher Income
- Contributes to charities
- Everyone has an opportunity to be involved in local community decisions

Concerned about:

- More traffic lanes
- Better maintenance
- Better traffic flow
- Wider roads or lanes

Informed Observers

- Mostly Men
- Boomers/Students
- Everyone should stay informed of community, local and state news
- Everyone should provide input to local reps when asked

Concerned about:

- More traffic lanes and traffic flow
- Better maintenance
- Safe ramps and better access
- Noise

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Levels of Engagement by Market Segment

Hands-on Participants

- White/Black
- Income Not A Barrier
- Prevalent in Hennepin County
- Volunteer – Help Community
- Everyone has an opportunity to be involved in local community decisions

Concerned about:

- Safety
- Pedestrian-friendly features
- Green space
- Access

Unreached Observers

- Mostly Women
- Multiracial
- Prevalent in Ramsey County
- State Agencies should seek public opinion
- Not everyone has the opportunity to provide input

Concerned about:

- Traffic flow
- Better maintenance
- Access
- Noise

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What Did We Learn

Guiding Commitments for project teams

MnDOT developed these commitments based on what people expect from MnDOT. They will guide how we work with communities in the future.



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What Did We Learn

Livability Framework for communities

MnDOT developed this framework based on what people expect from the project work. It will guide how we work design and evaluate projects in the future.



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